

Message Text

UNCLASSIFIED

PAGE 01 MONTEV 00794 111416Z

43

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 111345Z MAR 75

FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC 8423

UNCLAS MONTEVIDEO 794

E.O. 11652: N/A

TAGS: BEXP, BTRA, UY

SUBJECT: FOREIGN BUYERS PROGRAM-U.S. TRADE SHOWS

REF: STATE 38624 AND A-517

1. EMBASSY PLANS TO PROMOTE FOLLOWING CY-1975 EVENTS:
(A) INTERNATIONAL ENERGY ENGINEERING EXPOSITION. PLEASENSEND
10 BROCHURES.
(B) INTERNATIONAL HOTEL AND MOTEL EDUCATION EXPOSITION.
25 BROCHURES.
2. WE WILL ALSO PROMOTE FOLLOWING CY-19K EVENTS:
(A) NATIONAL EXPOSITION FOR FOOD PROCESSORS. 250 BROCHURES.
(B) SUPER MARKET INSTITUTE. (25 BROCHURES.
(C) INTERNATIONAL PETROLEUM EXPOSITION. 10 BROCHURES.
3. DIFFERING NUMBER OF BROCHURES REQUESTED WILL ALLOW US
TO TARGET AUDIENCES OF VARYING SIZES. WE REGRETFULLY
CONCLUDE LIKELIHOOD OF URUGUAYAN BUYERS TRAVELLING
SPECIFICALLY TO REMAINDER OF TRADE SHOWS TO BE REMOTE.
NEVERTHELESS THEY WILL BE FEATURED IN OUR
COMMERCIAL NEWSLETTER AND THROUGH DIRECT CONTACT WITH
APPROPRIATE TRADE ORGANIZATIONS AND CHAMBERS. WE CONSIDER IT
POSSIBLE THAT URUGUAYANS TRAVELLING TO U.S. FOR OTHER REASONS
MIGHT BE INTERESTED IN SCHEDULING VISIT TO COINCIDE WITH TRADE
SHOWS. IF FEASIBLE, WRWOULD FIND IT USEFUL TO HAVE ONE BROCHURE
FROM EACH OF REMAINING EVENTS ON HAND.
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Message Attributes

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